Missed signals

COVID-19 DECONFINEMENT

Despite the large number of Facebook (FB) posts, there were signs that the parties were missing key signals on social media.

2. IRON LION INCIDENT

The controversy over the former People’s Action Party (PAP) candidate was the first major sign that the parties were missing key signals on social media.

3. THE ENTHUSIASM GAP

User interaction with FB posts related to PAP’s key messages went up after the Opposition – to deny the PAP a “blank cheque” – posted just in time.

4. THE SEMINAKI SURPRISE

Signs pointed to a gap in messaging between the PAP and FB.

Social media signals not needed: Analyst

Seventy percent of the votes in the general election, such as in the case of Singapore’s Workers’ Party (WP), are now won through social media, said Ms Choo Choo Hoon, chief data analyst at At scale company Sugoi Labs. Ms Choo said the major parties – People’s Action Party (PAP), Workers’ Party (WP), and Singapore Democratic Party (SDP) – missed social media signals mainly as distribution channels for their messages. That “fire and forget” approach, she said, made it extremely easy for others to disrupt.

Speaking at an online forum organized by the Institute of Policy Studies yesterday, Ms Choo said there were three “missed signals” before Polling Day:

1. CORONAVIRUS DILEMMA

By Nomination Day on June 5, most interactions with COVID-19 Facebook (FB) posts had decreased from their peak in April. If, indeed, they did not post them.

2. JADE INCIDENT

PAP candidate Tan Liang, 16, who had been walking the streets in the morning and was not expected to be divided there, had more than 10,000 views as of 4.30pm on June 25.

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